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Please find below and/or attached an Office communication concerning this application or proceeding.

**Office Action Summary**

Application No.

09/918,822

Applicant(s)

KITAURA ET AL.

Examiner

Tri V. Nguyen

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 01 August 2001.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1-83 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-83 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 01 August 2001 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
- Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☒ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☒ All b) ☐ Some \* c) ☐ None of:
1. ☒ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- \* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☒ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)  
Paper No(s)/Mail Date \_\_\_\_\_
- 4) ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date. \_\_\_\_\_
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: \_\_\_\_\_

**DETAILED ACTION**

***Claim Rejections - 35 USC § 102***

1. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

2. Claims 1-83 are rejected under 35 U.S.C. 102(b) as being anticipated by Fajkowski et al. (WO 98/19229).

Regarding claim 1, Fajkowski et al. discloses an electronic coupon system for providing an electronic coupon to a user having a mobile communication device with a display device, said electronic coupon system comprising: an electronic coupon information storage device for storing information relating to said electronic coupon; a bar code generator for generating bar code information based at least on said information relating to said electronic coupon stored in said electronic coupon information storage device; and a bar code information transmitter for transmitting to said mobile communication device said bar code information generated by said bar code generator (page 4, lines 24 to page 5, lines 12; page 10, line 23 to page 12, line 25; page 14, line 29 to page 15, line 14 and page 39, lines 8-25).

Regarding claim 2, Fajkowski et al. discloses the electronic coupon system set forth in claim 1, wherein said bar code generator generates said bar code information by using user identification information and said information relating to said electronic coupon stored in said electronic coupon information storage device (page 4, line 24 to page 5, line 12).

Regarding claim 3, Fajkowski et al. discloses the electronic coupon system set forth in claim 1, wherein said bar code generator generates said bar code information by using at least information relating to a combination of products or services for which the electronic coupon is valid (page 13, lines 19-30).

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Regarding claim 4, Fajkowski et al. discloses the electronic coupon system set forth in claim 1, wherein said bar code information generated by said bar code generator includes image data for displaying a bar code on said display device of said mobile communication device (page 15, lines 20-27).

Regarding claim 5, Fajkowski et al. discloses the electronic coupon system set forth in claim 1, wherein said bar code generator stores into an issued bar code information storage device user identification information, identification information for user-selected products or services for which the electronic coupons are valid, and information relating to at least a combination of user-selected products or services for which the electronic coupons are valid (page 4, lines 24 to page 5, lines 12; page 10, line 23 to page 12, line 25; page 14, line 29 to page 15, line 14 and page 39, lines 8-25).

Regarding claim 6, Fajkowski et al. discloses the electronic coupon system set forth in claim 1, further comprising electronic coupon information search means for searching information relating to said electronic coupon from said electronic coupon information storage device according to an instruction from a user, and outputting the search result to said mobile communication device of said user (page 14, lines 18-26 and page 17, line 19 to page 18, line 3).

Regarding claim 7, Fajkowski et al. discloses the electronic coupon system set forth in claim 1, further comprising a receiver for receiving bar code information scanned by a bar code scanner installed in a store and transmitted from a computer for the store, said bar code information being transmitted from said bar code information transmitter to a user's mobile communication device and displayed on said display device of the user's mobile communication device in the store (page 4, lines 24 to page 5, lines 12; page 10, line 23 to page 12, line 25; page 14, line 29 to page 15, line 14 and page 39, lines 8-25).

Regarding claim 8, Fajkowski et al. discloses the electronic coupon system set forth in claim 1, further comprising a receiver for receiving bar code information and identification information of a purchased product or service from a computer for a store in which a bar code scanner is installed, said bar code information being transmitted from said bar code information transmitter to a user's mobile communication device and scanned from said display device

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thereof by said bar code scanner (page 10, line 23 to page 12, line 25 and page 21, line 15 to page 22, line 3).

Regarding claim 9, Fajkowski et al. discloses the electronic coupon system set forth in claim 1, further comprising a receiver for receiving bar code information, identification of a purchased product or service and quantity information from a computer for a store in which a bar code scanner is installed, said bar code information being transmitted from the bar code information transmitter to a user's mobile communication device and scanned from said display device thereof by said bar code scanner (page 10, line 23 to page 12, line 25; page 21, line 15 to page 22, line 3 and page 22, line 14 to page 23, line 6).

Regarding claim 10, Fajkowski et al. discloses the electronic coupon system set forth in claim 1, further comprising a receiver for receiving bar code information and a request for identification information of products or services for which the electronic coupons are valid and which corresponds to said bar code information received by said receiver from a computer for a store having a bar code scanner, said bar code information being transmitted from the bar code information transmitter to a user's mobile communication device and scanned from said display device thereof by said bar code scanner; and a sender for sending said identification information of said products or services for which the electronic coupons are valid to said computer for the store in response to said request received from said computer for the store (page 10, line 23 to page 12, line 25; page 21, line 15 to page 22, line 3 and page 23, line 20 to page 24, line 19).

Regarding claim 11, Fajkowski et al. discloses the electronic coupon system set forth in claim 10, further comprising: means for receiving from said computer for the store identification information and quantity information for a purchased product or service corresponding to said bar code information; and means for storing said bar code information and said identification information and quantity information for the purchased product or service corresponding to said bar code information (page 4, lines 24 to page 5, lines 12; page 10, line 23 to page 12, line 25; page 14, line 29 to page 15, line 14 and page 39, lines 8-25).

Regarding claim 12, Fajkowski et al. discloses the electronic coupon system set forth in claim 7, further comprising a bar code comparator for comparing first bar code information received from said receiver and second bar code information generated by said bar code generator (page 23, line 20 to page 24, line 19).

Regarding claim 13, Fajkowski et al. discloses the electronic coupon system set forth in claim 12, wherein if said first bar code information and said second bar code information are the same, said bar code comparator additionally compares time stamp information of said first bar code information with time stamp information of said second bar code information (page 22, line 4 to page 23, line 6).

Regarding claim 14, Fajkowski et al. discloses the electronic coupon system set forth in claim 7, further comprising: a user information storage device for storing user identification information and user attribute information; and a data collector for determining a relationship between said user attribute information and products or services for which the electronic coupons are valid by extracting user identification information and identification information of the products or services for which the electronic coupons are valid by using at least said bar code information received by said receiver, and extracting said user attribute information from said user information storage device by using said user identification information (page 29, line 21 to page 30, line 13 and page 32, line 11 to page 33, line 6).

Regarding claim 15, Fajkowski et al. discloses the electronic coupon system set forth in claim 7, further comprising a data collector for extracting by using at least said bar code information received by said receiver and storing to a usage information storage device, user identification information and identification information of the products or services for which the electronic coupons are valid, said data collector extracting user identification information of users that have purchased particular products or services based on information stored in said usage information storage device, and sending a survey request and/or a direct mail to the users based on the extracted user identification information (page 27, line 14 to page 28, line 7; page 34, lines 20-33 and page 41, lines 18-33).

Regarding claim 16, Fajkowski et al. discloses the electronic coupon system set forth in claim 7, further comprising means for determining whether or not said bar code information received from said computer for the store by said receiver is bar code information issued for that store and/or was scanned before an expiration (page 22, line 4 to page 23, line 6).

Regarding claim 17, Fajkowski et al. discloses the electronic coupon system set forth in claim 7, further comprising second means for determining whether or not a purchased product or service associated with said bar code information is included in the products or services for

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which the electronic coupons are valid and which are extracted by using at least said bar code information (page 22, line 4 to page 23, line 6).

Regarding claim 18, Fajkowski et al. discloses the electronic coupon system set forth in claim 17, further comprising means for storing into a storage device a discount amount for a purchased product or service determined by said second means for determining to be included in the products or services for which the electronic coupons are valid and which are extracted by using at least said bar code information (page 29, line 21 to page 30, line 11).

Regarding claim 19, Fajkowski et al. discloses the electronic coupon system set forth in claim 18, further comprising means for reporting the discount amount accumulated during a predetermined period by each user to a telecommunication service provider relating to the users mobile communication device (page 32, line 11 to page 33, line 6).

Regarding claim 20, Fajkowski et al. discloses the electronic coupon system set forth in claim 7, further comprising means for determining a discount amount based on identification information of the products or services for which the electronic coupons are valid and which are extracted by using at least said bar code information received by said receiver, and billing a provider of the products or services for which the electronic coupons are valid for an amount at least equal to said discount amount (page 31, lines 6-24).

Regarding claim 21, Fajkowski et al. discloses the electronic coupon system set forth in claim 8, further comprising: a user information storage device for storing user identification information and user attribute information; and a data collector for determining a relationship between said user attribute information and products or services for which the electronic coupons are valid by extracting user identification information and identification information of the products or services for which the electronic coupons are valid by using at least said bar code information received by said receiver, and extracting said user attribute information from said user information storage device by using said user identification information (page 29, line 21 to page 30, line 13 and page 32, line 11 to page 33, line 6).

Regarding claim 22, Fajkowski et al. discloses the electronic coupon system set forth in claim 8, further comprising a data collector for extracting by using at least said bar code information received by said receiver and storing to a usage information storage device, user identification information and identification information of the products or services for which the

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electronic coupons are valid, said data collector extracting user identification information of users that have purchased particular products or services based on information stored in said usage information storage device, and sending a survey request and/or a direct mail to the users based on the extracted user identification information (page 27, line 14 to page 28, line 7; page 34, lines 20-33 and page 41, lines 18-33).

Regarding claim 23, Fajkowski et al. discloses the electronic coupon system set forth in claim 8, further comprising means for determining whether or not said bar code information received from said computer for the store by said receiver is bar code information issued for that store and/or was scanned before an expiration (page 22, line 4 to page 23, line 6).

Regarding claim 24, Fajkowski et al. discloses the electronic coupon system set forth in claim 11, further comprising second means for determining whether or not a purchased product or service associated with said bar code information is included in the products or services for which the electronic coupons are valid and which are extracted by using at least said bar code information (page 22, line 4 to page 23, line 6).

Regarding claim 25, Fajkowski et al. discloses the electronic coupon system set forth in claim 24, further comprising means for storing into a storage device a discount amount for a purchased product or service determined by said second means for determining to be included in the products or services for which the electronic coupons are valid and which are extracted by using at least said bar code information (page 29, line 21 to page 30, line 11).

Regarding claim 26, Fajkowski et al. discloses the electronic coupon system set forth in claim 25, further comprising means for reporting the discount amount accumulated during a predetermined period by each user to a telecommunication service provider relating to the user's mobile communication device (page 32, line 11 to page 33, line 6).

Regarding claim 27, Fajkowski et al. discloses the electronic coupon system set forth in claim 8, further comprising means for determining a discount amount based on identification information of the products or services for which the electronic coupons are valid and which are extracted by using at least said bar code information received by said receiver, and billing a provider of the products or services for which the electronic coupons are valid for an amount at least equal to said discount amount (page 31, lines 6-24).



Regarding claim 28, Fajkowski et al. discloses the electronic coupon system set forth in claim 9, further comprising: a user information storage device for storing user identification information and user attribute information; and a data collector for determining a relationship between said user attribute information and products or services for which the electronic coupons are valid by extracting user identification information and identification information of the products or services for which the electronic coupons are valid by using at least said bar code information received by said receiver, and extracting said user attribute information from said user information storage device by using said user identification information (page 29, line 21 to page 30, line 13 and page 32, line 11 to page 33, line 6).

Regarding claim 29, Fajkowski et al. discloses the electronic coupon system set forth in claim 9, further comprising a data collector for extracting by using at least said bar code information received by said receiver and storing into a usage information storage device, user identification information and identification information of the products or services for which the electronic coupons are valid, said data collector extracting user identification information of users that have purchased particular products or services based on information stored in said usage information storage device, and sending a survey request and/or a direct mail to the users based on the extracted user identification information (page 27, line 14 to page 28, line 7; page 34, lines 20-33 and page 41, lines 18-33).

Regarding claim 30, Fajkowski et al. discloses the electronic coupon system set forth in claim 9, further comprising means for determining whether or not said bar code information received from said computer for the store by said receiver is bar code information issued for that store and/or was scanned before an expiration (page 22, line 4 to page 23, line 6).

Regarding claim 31, Fajkowski et al. discloses the electronic coupon system set forth in claim 16, further comprising second means for determining whether or not a purchased product or service associated with said bar code information is included in the products or services for which the electronic coupons are valid and which are extracted by using at least said bar code information (page 22, line 4 to page 23, line 6).

Regarding claim 32, Fajkowski et al. discloses the electronic coupon system set forth in claim 31, further comprising means for storing into a storage device a discount amount for a purchased product or service determined by said second means for determining to be included

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in the products or services for which the electronic coupons are valid and which are extracted by using at least said bar code information (page 29, line 21 to page 30, line 11).

Regarding claim 33, Fajkowski et al. discloses the electronic coupon system set forth in claim 32, further comprising means for reporting the discount amount accumulated during a predetermined period by each user to a telecommunication service provider relating to the user's mobile communication device (page 32, line 11 to page 33, line 6).

Regarding claim 34, Fajkowski et al. discloses the electronic coupon system set forth in claim 9, further comprising means for determining a discount amount based on identification information of the products or services for which the electronic coupons are valid and which are extracted by using at least said bar code information received by said receiver, and billing a provider of the products or services for which the electronic coupons are valid for an amount at least equal to said discount amount (page 31, lines 6-24).

Regarding claim 35, Fajkowski et al. discloses an electronic coupon providing method for providing an electronic coupon to a user having a mobile communication device with a display device, said electronic coupon providing method comprising the steps of: storing information relating to said electronic coupon into an electronic coupon information storage device; generating bar code information based at least on said information relating to said electronic coupon stored in said electronic coupon information storage device; and transmitting to said mobile communication device said bar code information generated in said step of generating bar code information (page 4, lines 24 to page 5, lines 12; page 10, line 23 to page 12, line 25; page 14, line 29 to page 15, line 14 and page 39, lines 8-25).

Regarding claim 36, Fajkowski et al. discloses the electronic coupon providing method set forth in claim 35, wherein said step of generating bar code information comprises a step of generating said bar code information by using user identification information and said information relating to said electronic coupon stored in said electronic coupon information storage device (page 4, line 24 to page 5, line 12).

Regarding claim 37, Fajkowski et al. discloses the electronic coupon providing method set forth in claim 35, wherein said step of generating bar code information comprises a step of generating said bar code information by using at least information relating to a combination of products or services for which the electronic coupons are valid (page 13, lines 19-30).

Regarding claim 38, Fajkowski et al. discloses the electronic coupon providing method set forth in claim 35, further comprising a step of receiving bar code information scanned by a bar code scanner installed in a store and transmitted from a computer for the store, said bar code information being transmitted in said step of transmitting said bar code information to a user's mobile communication device and displayed on said display device of the user's mobile communication device in the store (page 4, lines 24 to page 5, lines 12; page 10, line 23 to page 12, line 25; page 14, line 29 to page 15, line 14 and page 39, lines 8-25).

Regarding claim 39, Fajkowski et al. discloses the electronic coupon providing method set forth in claim 35, further comprising a step of receiving bar code information and identification information of a purchased product or service from a computer for a store in which a bar code scanner is installed, said bar code information being transmitted in said step of transmitting said bar code information to a user's mobile communication device and scanned from said display device thereof by said bar code scanner (page 10, line 23 to page 12, line 25 and page 21, line 15 to page 22, line 3).

Regarding claim 40, Fajkowski et al. discloses the electronic coupon providing method set forth in claim 38, further comprising a step of comparing first bar code information received in said receiving step and second bar code information generated in said step of generating bar code information (page 23, line 20 to page 24, line 19).

Regarding claim 41, Fajkowski et al. discloses the electronic coupon providing method set forth in claim 40, wherein said comparing step comprises a step of, if said first bar code information and said second bar code information are the same, comparing time stamp information of said first bar code information with time stamp information of said second bar code information (page 22, line 4 to page 23, line 6).

Regarding claim 42, Fajkowski et al. discloses the electronic coupon providing method set forth in claim 38, further comprising a step of determining a relationship between user attribute information and products or services for which the electronic coupons are valid by extracting user identification information and identification information of products or services for which the electronic coupons are valid by using at least said bar code information received in said receiving step, and extracting said user attribute information by using said user identification information, from a user information storage device for storing said user

identification information and said user attribute information (page 29, line 21 to page 30, line 13 and page 32, line 11 to page 33, line 6).

Regarding claim 43, Fajkowski et al. discloses the electronic coupon providing method set forth in claim 38, further comprising a first step of extracting by using at least said bar code information received in said receiving step and storing into a usage information storage device, user identification information and identification information of products or services for which the electronic coupons are valid, wherein said first step comprises a step of extracting said user identification information of users that have purchased particular products or services based on information stored in said usage information storage device, and sending a survey request and/or a direct mail to the users based on the extracted user identification information.

Regarding claim 44, Fajkowski et al. discloses the electronic coupon providing method set forth in claim 39, further comprising a step of determining whether or not said bar code information received from said computer for the store in the receiving step is bar code information issued for that store and/or was scanned before an expiration (page 22, line 4 to page 23, line 6).

Regarding claim 45, Fajkowski et al. discloses the electronic coupon providing method set forth in claim 39, further comprising a second step of determining whether or not a purchased product or service associated with said bar code information is included in the products or services for which the electronic coupons are valid and which are extracted by using at least said bar code information (page 31, lines 6-24).

Regarding claim 46, Fajkowski et al. discloses the electronic coupon providing method set forth in claim 45, further comprising a step of storing into a storage device a discount amount for a purchased product or service determined in said second step of determining to be included in the products or services for which the electronic coupons are valid and which are extracted by using at least said bar code information (page 29, line 21 to page 30, line 11).

Regarding claim 47, Fajkowski et al. discloses the electronic coupon providing method set forth in claim 38, further comprising a step of determining a discount amount based on identification information of the products or services for which the electronic coupons are valid and which are extracted by using at least said bar code information received in said receiving

step, and billing a provider of the products or services for which the electronic coupons are valid for an amount at least equal to said discount amount (page 31, lines 6-24).

Regarding claim 48, Fajkowski et al. discloses the electronic coupon providing method set forth in claim 35, further comprising a step of receiving bar code information, identification of a purchased product or service and quantity information from a computer for a store in which a bar code scanner is installed, said bar code information being transmitted in said transmitting step to a user's mobile communication device and scanned from said display device thereof by said bar code scanner (page 10, line 23 to page 12, line 25; page 21, line 15 to page 22, line 3 and page 22, line 14 to page 23, line 6).

Regarding claim 49, Fajkowski et al. discloses the electronic coupon providing method set forth in claim 35, further comprising the steps of: receiving bar code information and a request for identification information of products or services for which the electronic coupons are valid and which corresponds to said bar code information received in said receiving step from a computer for a store having a bar code scanner, said bar code information being transmitted in said transmitting step to a user's mobile communication device and scanned from said display device thereof by said bar code scanner; and sending said identification information of said products or services for which the electronic coupons are valid to said computer for the store in response to said request received from said computer for the store (page 10, line 23 to page 12, line 25; page 21, line 15 to page 22, line 3 and page 23, line 20 to page 24, line 19).

Regarding claim 50, Fajkowski et al. discloses the electronic coupon providing method set forth in claim 39, further comprising a step of determining a relationship between user attribute information and products or services for which the electronic coupons are valid by extracting user identification information and identification information of products or services for which the electronic coupons are valid by using at least said bar code information received in said receiving step, and extracting said user attribute information by using said user identification information, from a user information storage device for storing said user identification information and said user attribute information (page 29, line 21 to page 30, line 13 and page 32, line 11 to page 33, line 6).

Regarding claim 51, Fajkowski et al. discloses the electronic coupon providing method set forth in claim 39, further comprising a first step of extracting by using at least said bar code

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information received in said receiving step and storing into a usage information storage device, user identification information and identification information of products or services for which the electronic coupons are valid, wherein said first step comprises a step of extracting said user identification information of users that have purchased particular products or services based on information stored in said usage information storage device, and sending a survey request and/or a direct mail to the users based on the extracted user identification information (page 27, line 14 to page 28, line 7; page 34, lines 20-33 and page 41, lines 18-33).

Regarding claim 52, Fajkowski et al. discloses the electronic coupon providing method set forth in claim 44, further comprising a second step of determining whether or not a purchased product or service associated with said bar code information is included in the products or services for which the electronic coupons are valid and which are extracted by using at least said bar code information (page 22, line 4 to page 23, line 6).

Regarding claim 53, Fajkowski et al. discloses the electronic coupon providing method set forth in claim 52, further comprising a step of storing into a storage device a discount amount for a purchased product or service determined in said second step of determining to be included in the products or services for which the electronic coupons are valid and which are extracted by using at least said bar code information (page 29, line 21 to page 30, line 11).

Regarding claim 54, Fajkowski et al. discloses the electronic coupon providing method set forth in claim 39, further comprising a step of determining a discount amount based on identification information of the products or services for which the electronic coupons are valid and which are extracted by using at least said bar code information received in said receiving step, and billing a provider of the products or services for which the electronic coupons are valid for an amount at least equal to said discount amount (page 31, lines 6-24).

Claim 55 describes a program embodied on a computer readable medium of the system of claim 1 and the method of claim 35; therefore, the prior arts of Fajkowski et al. as set forth above are relied upon to reject claim 55.

Claim 56 describes a program embodied on a computer readable medium of the system of claim 7 and the method of claim 38; therefore, the prior arts of Fajkowski et al. as set forth above are relied upon to reject claim 56.

Claim 57 describes a program embodied on a computer readable medium of the system of claim 8 and the method of claim 39; therefore, the prior arts of Fajkowski et al. as set forth above are relied upon to reject claim 57.

Claim 58 describes a program embodied on a computer readable medium of the system of claim 14 and the method of claim 42; therefore, the prior arts of Fajkowski et al. as set forth above are relied upon to reject claim 58.

Claim 59 describes a program embodied on a computer readable medium of the system of claim 15 and the method of claim 43; therefore, the prior arts of Fajkowski et al. as set forth above are relied upon to reject claim 59.

Claim 60 describes a program embodied on a computer readable medium of the system of claim 27 and the method of claims 45 and 46; therefore, the prior arts of Fajkowski et al. as set forth above are relied upon to reject claim 60.

Claim 61 describes a program embodied on a computer readable medium of the system of claim 20 and the method of claim 47; therefore, the prior arts of Fajkowski et al. as set forth above are relied upon to reject claim 61.

Claim 62 describes a program embodied on a computer readable medium of the system of claim 21 and the method of claim 50; therefore, the prior arts of Fajkowski et al. as set forth above are relied upon to reject claim 62.

Claim 63 describes a program embodied on a computer readable medium of the system of claim 22 and the method of claim 51; therefore, the prior arts of Fajkowski et al. as set forth above are relied upon to reject claim 63.

Claim 64 describes a program embodied on a computer readable medium of the method of claim 54; therefore, the prior arts of Fajkowski et al. as set forth above are relied upon to reject claim 64.

Regarding claim 65, Fajkowski et al. discloses a method for providing an electronic coupon to a user having a mobile communication device with a display device, said method comprising the steps of: in response to a request from a user, preparing bar code data based at least on predefined electronic coupon data; and sending to said mobile communication device

said bar code data prepared in said preparing step (page 4, lines 24 to page 5, lines 12; page 10, line 23 to page 12, line 25; page 14, line 29 to page 15, line 14 and page 39, lines 8-25).

Regarding claim 66, Fajkowski et al. discloses the method set forth in claim 65, wherein said preparing step comprises a step of generating said bar code data by using user identification information and said predefined electronic coupon data (page 4, lines 24 to page 5, lines 12; page 10, line 23 to page 12, line 25; page 14, line 29 to page 15, line 14 and page 39, lines 8-25).

Regarding claim 67, Fajkowski et al. discloses the method set forth in claim 65, wherein said preparing step comprises a step of generating said bar code data which contains a code representing a combination of products or services to be purchased with the electronic coupons (page 4, lines 24 to page 5, lines 12; page 10, line 23 to page 12, line 25; page 14, line 29 to page 15, line 25 and page 39, lines 8-25).

Regarding claim 68, Fajkowski et al. discloses the method set forth in claim 65, further comprising a step of receiving bar code data scanned by a bar code scanner installed in a store and transmitted from a computer for the store, said bar code data being sent in said sending step to a user's mobile communication device and displayed on said display device of the user's mobile communication device in the store (page 4, lines 24 to page 5, lines 12; page 10, line 23 to page 12, line 25; page 14, line 29 to page 15, line 25 and page 39, lines 8-25).

Regarding claim 69, Fajkowski et al. discloses the method set forth in claims 65, further comprising a step of receiving bar code data and an identifier of a purchased product or service from a computer of a store, said bar code data being sent in said sending step to a user's mobile communication device and scanned from said display device thereof by a bar code scanner installed in the store (page 4, lines 24 to page 5, lines 12; page 10, line 23 to page 12, line 25; page 14, line 29 to page 15, line 25; page 21, line 15 to page 22, line 3 and page 39, lines 8-25).

Regarding claim 70, Fajkowski et al. discloses the method set forth in claim 65, further comprising the steps of: scanning by a bar code scanner, bar code data sent in said sending step to a user's mobile communication device and displayed on said display device of the user's mobile communication device in a store; and sending at least the scanned bar code data to a center server for processing the scanned bar code data (page 21, line 11 to page 33, line 6).



Regarding claim 71, Fajkowski et al. discloses the method set forth in claim 68, further comprising steps of verifying the scanned bar code data received in said receiving step; and returning the verification result to the store (page 4, lines 24 to page 5, lines 12; page 10, line 23 to page 12, line 25; page 14, line 29 to page 15, line 25; page 21, line 15 to page 22, line 3; page 29, line 21 to page 30, line 11; page 32, line 11 to page 33, line 6 and page 39, lines 8-25).

Regarding claim 72, Fajkowski et al. discloses the method set forth in claim 71, further comprising steps of: receiving the verification result from a center server for processing the scanned bar code data; and if the verification result indicates valid, discounting the purchased product or service for which the electronic coupon is valid for a discount amount determined by the scanned bar code data (page 4, lines 24 to page 5, lines 12; page 10, line 23 to page 12, line 25; page 14, line 29 to page 15, line 25 and page 39, lines 8-25).

Regarding claim 73, Fajkowski et al. discloses the method set forth in claim 69, further comprising the steps of: verifying the scanned bar code data received in said receiving step; and if the verification is successful, determining a total discount amount for one purchase corresponding to the scanned bar code data (page 31, lines 6-24).

Regarding claim 74, Fajkowski et al. discloses the method set forth in claim 73, said determining step comprising the steps of: extracting identifiers of actually purchased products or services for which the electronic coupons are valid by using the scanned bar code data and the identifiers of the purchased products or services received in said receiving step; and calculating said total discount amount based at least on a discount unit price of said actually purchased products or services, said discount unit price included in the predefined electronic coupon data (page 4, lines 24 to page 5, lines 12; page 10, line 23 to page 12, line 25; page 14, line 29 to page 15, line 25; page 21, line 15 to page 22, line 3; page 29, line 21 to page 30, line 11; page 32, line 11 to page 33, line 6 and page 39, lines 8-25).

Regarding claim 75, Fajkowski et al. discloses the method set forth in claim 74, wherein if quantity data of the purchased products or services is also received in said receiving step, said quantity data is used in said calculating step (page 22, line 4 to page 23, line 6).

Regarding claim 76, Fajkowski et al. discloses the method set forth in claim 68, further comprising a step of billing a provider of the product or service for which the electronic coupon

is valid for at least total of discount amount calculated by using at least the scanned bar code data (page 31, lines 6-24).

Regarding claim 77, Fajkowski et al. discloses the method set forth in claim 76, further comprising a step of paying a store in which said bar code data displayed on the display device of the user's mobile communication device is scanned and the product or service is purchased for at least said total of discount amount (page 31, lines 6-24).

Regarding claim 78, Fajkowski et al. discloses the method set forth in claim 68, further comprising a step of processing at least said bar code data received in said receiving step to collect data including user identifiers and identifiers of purchased products or services for which the electronic coupons are valid (page 31, lines 6-24).

Regarding claim 79, Fajkowski et al. discloses the method set forth in claim 78, further comprising a step of determining a relationship between user attribute information pre-registered by the users and products or services for which the electronic coupons are valid by using the collected data (page 32, line 11 to page 33, line 6).

Regarding claim 80, Fajkowski et al. discloses the method set forth in claim 78, further comprising a step of sending a survey request or a direct mail to users who have purchased particular products or services, said users being extracted based on said collected data (page 29, line 21 to page 30, line 11).

Regarding claim 81, Fajkowski et al. discloses a method for utilizing an electronic coupon by a mobile communication device with a display device, said method comprising the step of: requesting bar code data for a product or service for which the electronic coupon is valid to a center server for processing said bar code data; receiving the bar code data from said center server; displaying said received bar code data on said display device of the requesting mobile communication device (page 4, lines 24 to page 5, lines 12; page 10, line 23 to page 12, line 25; page 14, line 29 to page 15, line 14 and page 39, lines 8-25).

Regarding claim 82, Fajkowski et al. discloses the method set forth in claim 81, further comprising a step of: paying a price for purchased products or services without discount set for the purchased products or services for which the electronic coupons are valid (page 27, line 14 to page 28, line 20).

Regarding claim 83, Fajkowski et al. discloses the method set forth in claim 81, wherein said requesting step comprises a step of requesting bar code data for a combination of products or services for which the electronic coupons are valid (page 4, lines 24 to page 5, lines 12; page 10, line 23 to page 12, line 25; page 14, line 29 to page 15, line 14 and page 39, lines 8-25).

### ***Conclusion***

3. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.
  - a. Fox et al. (5943624) discloses a smartcard for use in cellular phone.
  - b. DeLuca et al. (5870030) discloses a pager that can display a bar code.
  - c. PR Newswire (PR Newswire, March 22, 2000) discloses a jointly venture between Centerlinq and coupons.com allowing for a coupon downloading and redemption via bar code scanning on a wireless PDA or cell phone.
  - d. IBM Technical Disclosure (December 1, 1990) discloses a LCD capable of displaying a bar code.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Tri V. Nguyen whose telephone number is (571) 272-6965. The examiner can normally be reached on M-F 8:30 AM to 5 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric Stamber can be reached on (571) 272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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nvt

ERIC W. STAMBER  
SUPERVISORY PATENT EXAMINER  
TECHNOLOGY CENTER 3600

A handwritten signature in black ink, appearing to read "Eric W. Stamber", is written over the printed name and title.